



WJLA-TV/DT WASHINGTON, DC

WJLA  
1100 Wilson Blvd. 6th Floor  
Arlington, VA 22209

Smart Media Group, Inc.  
814 King Street,  
Suite 400  
Alexandria, VA 22314

## Contract # 198058

**Schedule Dates** 10/09/12-10/27/12  
**Advertiser** Allen for Senate/NRSC (16181)  
**Agency/T-Code** Smart Media Group, Inc. (1051)/ELECTRONIC  
**Product** Political-Political (1088)  
**Brand** ALLEN/SENATE/REP (71719)  
**Salesperson** Petro, Susan (1110)  
**Sales Office** WJLA - Core Team  
**Buyer Name** Dome,Patricia  
**Phone/Fax** /  
**CPE** Allen/NRSC/10/9-10/22/C09C12  
**Account Types** Local/Political Candidate Agency  
**Billing Type** Standard  
**Comments** Allen for Senate/NRSC

**Date Entered** 10/05/12  
**Last Modified** 10/24/12  
**Entered By** Susan Petro  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$5,610.00  
**Net Total** \$31,790.00  
**Sales Tax**

### WJLA Arlington (WJLA)

| By Broadcast Month  | Spots     | Rate               |
|---------------------|-----------|--------------------|
| Oct. 2012           | 26        | \$37,400.00        |
| <b>Grand Total:</b> | <b>26</b> | <b>\$37,400.00</b> |

| Line  | Line Type / Break Type (Ref #) | Dates             | Sec | Length | Run Times                                 | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate       | Total      | Station               | Comments                | Entered |
|-------|--------------------------------|-------------------|-----|--------|---|-----|----|----|----|----|----|----|----|-------|------------|------------|-----------------------|-------------------------|---------|
| 1.0   | Normal Line / SPOT             | 10/09/12-10/11/12 | 4   | :30    | 9A- LIVE!                                 |     |    | 1  |    | 1  |    |    |    | 2     | \$400.00   | \$800.00   | WJLA Arlington (WJLA) |                         | 10/5/12 |
| 2.0   | Normal Line / SPOT             | 10/10/12-10/11/12 | 4   | :30    | 12:30P- WHO WANTS TO BE A MILLIONAIRE (R) |     |    |    | 1  | 1  |    |    |    | 2     | \$400.00   | \$800.00   | WJLA Arlington (WJLA) |                         | 10/5/12 |
| 3.0   | Normal Line / SPOT             | 10/10/12-10/12/12 | 4   | :30    | 6:59A- ABC--GOOD MORNING AMERICA          |     |    |    | 1  |    | 1  |    |    |       | \$650.00   |            | WJLA Arlington (WJLA) |                         | 10/5/12 |
| 3.0.1 | Closed Preempt                 | 10/10/12          |     |        |   |     |    |    |    |    |    |    |    |       |            |            | WJLA Arlington (WJLA) | No Avail/Exception -    |         |
| 3.0.2 | Closed Preempt                 | 10/12/12          |     |        |   |     |    |    |    |    |    |    |    |       |            |            | WJLA Arlington (WJLA) | Lowest Unit Rate/Spot - |         |
| 4.0   | Normal Line / SPOT             | 10/10/12-10/10/12 | 4   | :30    | 6:58P- WHEEL OF FORTUNE                   |     |    |    | 1  |    |    |    |    |       | \$3,000.00 |            | WJLA Arlington (WJLA) |                         | 10/5/12 |
| 4.0.1 | Closed Preempt                 | 10/10/12          |     |        |   |     |    |    |    |    |    |    |    |       |            |            | WJLA Arlington (WJLA) | No Avail/Exception -    |         |
| 5.0   | Normal Line / SPOT             | 10/09/12-10/11/12 | 4   | :30    | 7:27P- JEOPARDY                           |     |    | 1  |    | 1  |    |    |    |       | \$2,400.00 |            | WJLA Arlington (WJLA) |                         | 10/5/12 |
| 5.0.1 | Closed Preempt                 | 10/11/12          |     |        |   |     |    |    |    |    |    |    |    |       |            |            | WJLA Arlington (WJLA) | No Avail/Exception -    |         |
| 5.0.2 | Closed Preempt                 | 10/09/12          |     |        |   |     |    |    |    |    |    |    |    |       |            |            | WJLA Arlington (WJLA) | No Avail/Exception -    |         |
| 6.0   | Normal Line / SPOT             | 10/15/12-10/16/12 | 4   | :30    | 12:30P- WHO WANTS TO BE A MILLIONAIRE (R) |     | 1  | 1  |    |    |    |    |    | 2     | \$400.00   | \$800.00   | WJLA Arlington (WJLA) |                         | 10/5/12 |
| 7.0   | Normal Line / SPOT             | 10/15/12-10/19/12 | 4   | :30    | 6:59A- ABC--GOOD MORNING AMERICA          |     | 1  | 1  | 1  | 1  | 1  |    |    | 2     | \$650.00   | \$1,300.00 | WJLA Arlington (WJLA) |                         | 10/5/12 |

## CONFIRMATION CONTRACT

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Comments:

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|--------|--------------------------------|-------------------|-----|--------|----------------------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|-----------------------|----------------------|---------|
| 7.0.1  | Closed Preempt                 | 10/19/12          |     |        |                                  |     |    |    |    |    |    |    |    |       |            |            | WJLA Arlington (WJLA) | No Avail/Exception - |         |
| 7.0.2  | Closed Preempt                 | 10/17/12          |     |        |                                  |     |    |    |    |    |    |    |    |       |            |            | WJLA Arlington (WJLA) | No Avail/Exception - |         |
| 7.0.3  | Closed Preempt                 | 10/18/12          |     |        |                                  |     |    |    |    |    |    |    |    |       |            |            | WJLA Arlington (WJLA) | No Avail/Exception - |         |
| 8.0    | Normal Line / SPOT             | 10/16/12-10/17/12 | 4   | :30    | 9A- LIVE!                        |     |    | 1  | 1  |    |    |    |    | 2     | \$400.00   | \$800.00   | WJLA Arlington (WJLA) |                      | 10/5/12 |
| 9.0    | Normal Line / SPOT             | 10/17/12-10/17/12 | 4   | :30    | 6:58P- WHEEL OF FORTUNE          |     |    |    | 1  |    |    |    |    |       | \$3,000.00 |            | WJLA Arlington (WJLA) |                      | 10/5/12 |
| 9.0.1  | Closed Preempt                 | 10/17/12          |     |        |                                  |     |    |    |    |    |    |    |    |       |            |            | WJLA Arlington (WJLA) | No Avail/Exception - |         |
| 10.0   | Normal Line / SPOT             | 10/16/12-10/18/12 | 4   | :30    | 7:27P- JEOPARDY                  |     |    | 1  |    | 1  |    |    |    |       | \$2,400.00 |            | WJLA Arlington (WJLA) |                      | 10/5/12 |
| 10.0.1 | Closed Preempt                 | 10/16/12          |     |        |                                  |     |    |    |    |    |    |    |    |       |            |            | WJLA Arlington (WJLA) | No Avail/Exception - |         |
| 10.0.2 | Closed Preempt                 | 10/18/12          |     |        |                                  |     |    |    |    |    |    |    |    |       |            |            | WJLA Arlington (WJLA) | No Avail/Exception - |         |
| 11.0   | Normal Line / SPOT             | 10/17/12-10/17/12 | 4   | :30    | 6:27P- 6:30P (EST)               |     |    |    | 1  |    |    |    |    | 1     | \$2,500.00 | \$2,500.00 | WJLA Arlington (WJLA) |                      | 10/5/12 |
| 12.0   | Normal Line / SPOT             | 10/10/12-10/10/12 | 4   | :30    | 6:27P- 6:30P (EST)               |     |    |    | 1  |    |    |    |    | 1     | \$2,500.00 | \$2,500.00 | WJLA Arlington (WJLA) |                      | 10/5/12 |
| 13.0   | Normal Line / SPOT             | 10/22/12-10/22/12 | 4   | :30    | 9A- LIVE!                        |     | 1  |    |    |    |    |    |    | 1     | \$400.00   | \$400.00   | WJLA Arlington (WJLA) |                      | 10/8/12 |
| 14.0   | Normal Line / SPOT             | 10/22/12-10/22/12 | 4   | :30    | 6:59A- ABC--GOOD MORNING AMERICA |     | 1  |    |    |    |    |    |    |       | \$650.00   |            | WJLA Arlington (WJLA) |                      | 10/8/12 |

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|--------|--------------------------------|-------------------|-----|--------|---|-----|----|----|----|----|----|----|----|-------|------------|------------|-----------------------|----------------------|----------|
| 14.0.1 | Closed Preempt                 | 10/22/12          |     |        |   |     |    |    |    |    |    |    |    |       |            |            | WJLA Arlington (WJLA) | No Avail/Spot -      |          |
| 15.0   | Normal Line / SPOT             | 10/22/12-10/22/12 | 4   | :30    | 12:30P- WHO WANTS TO BE A MILLIONAIRE (R) |     | 1  |    |    |    |    |    |    | 1     | \$400.00   | \$400.00   | WJLA Arlington (WJLA) |                      | 10/8/12  |
| 16.0   | Normal Line / SPOT             | 10/22/12-10/22/12 | 4   | :30    | 6:58P- WHEEL OF FORTUNE                   |     | 1  |    |    |    |    |    |    |       | \$3,000.00 |            | WJLA Arlington (WJLA) |                      | 10/8/12  |
| 16.0.1 | Closed Preempt                 | 10/22/12          |     |        |   |     |    |    |    |    |    |    |    |       |            |            | WJLA Arlington (WJLA) | No Avail/Exception - |          |
| 17.0   | Normal Line / SPOT             | 10/22/12-10/22/12 | 4   | :30    | 7:27P- JEOPARDY                           |     | 1  |    |    |    |    |    |    |       | \$2,400.00 |            | WJLA Arlington (WJLA) |                      | 10/8/12  |
| 17.0.1 | Closed Preempt                 | 10/22/12          |     |        |   |     |    |    |    |    |    |    |    |       |            |            | WJLA Arlington (WJLA) | No Avail/Spot -      |          |
| 18.0   | Normal Line / SPOT             | 10/22/12-10/22/12 | 4   | :30    | 6:27P- 6:30P (EST)                        |     | 1  |    |    |    |    |    |    | 1     | \$2,500.00 | \$2,500.00 | WJLA Arlington (WJLA) |                      | 10/8/12  |
| 19.0   | M/G For 4.0.1 / SPOT           | 10/09/12-10/09/12 | 3   | :30    | 6:58P- ABC 7 NEWS SPECIAL                 |     |    | 1  |    |    |    |    |    | 1     | \$3,000.00 | \$3,000.00 | WJLA Arlington (WJLA) |                      | 10/9/12  |
| 20.0   | Normal Line / SPOT             | 10/12/12-10/12/12 | 3   | :30    | 4:30A- NEWS-GOOD MORNING WASHINGTON @430A |     |    |    |    |    | 1  |    |    | 1     | \$200.00   | \$200.00   | WJLA Arlington (WJLA) |                      | 10/11/12 |
| 21.0   | Normal Line / SPOT             | 10/12/12-10/12/12 | 4   | :30    | 7:57P- ABC--SHARK TANK                    |     |    |    |    |    | 1  |    |    |       | \$1,500.00 |            | WJLA Arlington (WJLA) |                      | 10/11/12 |
| 21.0.1 | Closed Preempt                 | 10/12/12          |     |        |   |     |    |    |    |    |    |    |    |       |            |            | WJLA Arlington (WJLA) | No Avail/Exception - |          |
| 22.0   | Normal Line / SPOT             | 10/12/12-10/12/12 | 4   | :30    | 10P- ABC--20/20                           |     |    |    |    |    | 1  |    |    | 1     | \$3,500.00 | \$3,500.00 | WJLA Arlington (WJLA) |                      | 10/11/12 |

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|--------|--------------------------------|-------------------|-----|--------|---|-----|----|----|----|----|----|----|----|-------|------------|------------|-----------------------|-----------------|----------|
| 23.0   | Normal Line / SPOT             | 10/13/12-10/13/12 | 4   | :30    | 6:58A- ABC--GOOD MORNING AMERICA SAT    |     |    |    |    |    |    | 1  |    |       | \$250.00   |            | WJLA Arlington (WJLA) |                 | 10/11/12 |
| 23.0.1 | Closed Preempt                 | 10/13/12          |     |        |   |     |    |    |    |    |    |    |    |       |            |            | WJLA Arlington (WJLA) | No Avail/Spot - |          |
| 24.0   | Normal Line / SPOT             | 10/13/12-10/13/12 | 4   | :30    | 11:30P- NEWS-ABC 7 NEWS @ 11P           |     |    |    |    |    |    | 1  |    | 1     | \$650.00   | \$650.00   | WJLA Arlington (WJLA) |                 | 10/11/12 |
| 25.0   | M/G For 21.0.1 / AUTO          | 10/13/12-10/13/12 | 4   | :30    | 7:28P- SPORTS--ABC CAR RACING PRIME     |     |    |    |    |    |    | 1  |    | 1     | \$1,200.00 | \$1,200.00 | WJLA Arlington (WJLA) |                 | 10/12/12 |
| 26.0   | M/G For 9.0.1 / SPOT           | 10/18/12-10/18/12 | 4   | :30    | 6:58P- ABC 7 NEWS SPECIAL               |     |    |    |    | 1  |    |    |    | 1     | \$3,000.00 | \$3,000.00 | WJLA Arlington (WJLA) |                 | 10/17/12 |
| 27.0   | Normal Line / SPOT             | 10/26/12-10/26/12 | 3   | :30    | 6:59A- ABC--GOOD MORNING AMERICA        |     |    |    |    |    | 2  |    |    | 2     | \$1,800.00 | \$3,600.00 | WJLA Arlington (WJLA) |                 | 10/24/12 |
| 28.0   | Normal Line / SPOT             | 10/26/12-10/26/12 | 3   | :30    | 7:27P- JEOPARDY                         |     |    |    |    |    | 1  |    |    | 1     | \$8,000.00 | \$8,000.00 | WJLA Arlington (WJLA) |                 | 10/24/12 |
| 29.0   | Normal Line / SPOT             | 10/26/12-10/26/12 | 4   | :30    | 4:58A- NEWS-GOOD MORNING WASHINGTON @5A |     |    |    |    |    | 1  |    |    | 1     | \$250.00   | \$250.00   | WJLA Arlington (WJLA) |                 | 10/24/12 |
| 30.0   | Normal Line / SPOT             | 10/27/12-10/27/12 | 2   | :30    | 6:58A- ABC--GOOD MORNING AMERICA SAT    |     |    |    |    |    |    | 1  |    | 1     | \$1,200.00 | \$1,200.00 | WJLA Arlington (WJLA) |                 | 10/24/12 |

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